

Applied AI and product management, from first principles. Priced seats across seven domestic routes at Air India Express, from raw booking, fare and capacity data to the pricing call. Now writes and does applied AI at Velofy, including first-principles teardowns of payment systems at prachi.velofy.co.

EXPERIENCE

Writing & Applied AI | Velofy (velofy.co), applied AI and security lab Apr 2026 – Present

- Write first-principles teardowns of payment systems: Stripe, Razorpay on the Unified Payments Interface (UPI), and Snapmint’s Buy Now Pay Later for the credit-invisible, published at prachi.velofy.co.
- Do applied AI work: put AI tools to use on research, analysis and writing, turning raw sources into clear decisions.

Data Analyst, Revenue Management | Air India Express Apr 2025 – Mar 2026

- Met Passenger Revenue per Available Seat Kilometre (PRASK) targets across seven domestic routes (STV, TRV, GAU, AYJ, IMF, BLR, GWL) by reading demand patterns and reshaping fare structures.
- Ran route-level revenue and variance analysis on booking, fare and capacity data to measure what each pricing and inventory change actually did to revenue.
- Built and maintained route performance dashboards that tracked revenue trends and flagged underperforming sectors.
- Supported short-term and seasonal demand forecasting from historical bookings and fares, and worked with Revenue Management and Network Planning to turn the analysis into decisions.

Media Intern | Mind Chimes by Dr Selene Khosla Nov 2022 – Sep 2024

- Designed infographics, social posts and website graphics for a mental wellness practice; grew its Instagram following organically and used analytics on audience behaviour to steer content.

WRITING & RESEARCH

- **Op-ed:** India’s Digital Payment Revolution, an evaluation of the digital payment ecosystem.
- **Co-authored:** trade and investment policy reforms and their effect on small enterprises; consumer perception of the Goods and Services Tax (GST); gender disparities across STEM disciplines in India.
- **Dissertation:** Challenges in Creating a Unified Health System in India, on implementing Ayushman Bharat and the gaps in centre-state relations.

PROJECTS

- **SQL, National Hockey League database:** schema design with primary and foreign keys, joins, GROUP BY and HAVING to trace changes in team order and game play efficiency.
- **R and Tableau:** hypothesis testing in R on the chickwts dataset; a Tableau dashboard on the job market for Tableau roles (experience asked, openings by post, salary expectations).

EDUCATION

MA Economics, Delhi Technological University (formerly DCE) 2022 – 2024 77.08%
BA Economics, SPM College, University of Delhi 2019 – 2022 82%
Class XII 93.2% (2019) and Class X 95% (2017), CBSE, DAV Public School, Ramgarh, Jharkhand

LEADERSHIP & AWARDS

- **Technical Head, National Service Scheme, SPMC** (Jun 2021 – Mar 2022): launched the unit’s first e-magazine and designed and built its website from scratch.
- **Enactus, SRCC:** pitched Project Jagmug, rural electrification for a village in Chhattisgarh; 3rd place for a rural electrification model at SEIP, SRCC (Social Entrepreneurship Introduction Programme, 2020).
- 1st, Creative Writing, Blood Connect · 3rd, Creative Writing, Hindu College · 2nd, Debate, Vinoba Bhave University

SKILLS

Analysis	SQL (MySQL), R, STATA, Excel (advanced), Databricks
Business intelligence	Tableau, Power BI
Design	Figma, Canva, content management
Economics	Statistics, pricing and demand forecasting, financial modelling, risk management